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To: Connect 2001

Date: 7/2/01

Re: Ventura Event

The Connect2001 event was a great business opportunity for CabrilloEAST as it provided a forum for reaching interested and qualified prospects.

We found the event to be well organized and well attended. The briefing room format provides a great way to interact with a good number of interested participants in a one to one environment. We had a number of qualified attendees in our audience. We will be following up with these people to continue the dialogue we started at the event. The importance of selecting an engaging topic headline that will be of timely interest to the event participants is a consideration not to be overlooked.

The planning and resources provided by the Connect 2001 staff made the event a worthwhile investment in both time and resources. In comparison to trade shows we have participated in, this event appears to offer a much higher Return On Investment.

We look forward to participating the next time the event is in our area.

Best Regards,

Kara Camp  
Business Development Manager  
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